



Green Power Communities

EPA's Newest Green Power Partners

The following presentation is designed to provide an introduction to organizations interested in promoting community-based support for renewable energy



October 2005

EPA Green Power Community

- A challenge to communities to buy green power in an amount that collectively meets the EPA Green Power Partnership's benchmarks
- Intended to motivate collective action of a community's local government, businesses, and citizens to meet or exceed the EPA's minimum purchasing benchmarks



Requirements for Communities

- Local government must be a Green Power Partner
- Local government (or its designee) initiates and supports Green Power Community campaign
- Local government (or its local utility) provides electricity use data and campaign updates



Green Power Purchase Levels

Annual Electricity Use	Green Power Purchasing Levels
If Community's annual electricity use is...	The Community, at a minimum, uses this much green power
Over 100,000 MWh	2%
100,000 – 10,000 MWh	3%
Under 10,000 MWh	6%

Note: 50% of your minimum green power partnership benchmark should be met with "new" renewable energy



Local Government's Role

- Campaign leader and lead coordinator with EPA
 - Collect and track annual electricity use data
- Make decision to sign agreement on behalf of entire community
- Work with local organizations and utility to support the campaign
 - Consider seeking funding from state clean energy funds



Community Benefits

- Reduce impacts of electricity generation
- Community pride and image
- Build bridges between community and utility (and other community-based organizations)
- Media coverage of a good story
- Stepping stone for more collective sustainable action

EPA Offers Green Power Partners

- **Credibility**
 - Use nationally accepted guidelines for green power purchasing
- **Expert Advice**
 - Identify types of products to best suit organizational needs
 - Determine environmental benefit of options
- **Recognition**
 - Assistance with messages and marketing
 - Use of EPA Green Power Partner mark
 - Eligibility for Leadership Club and Leadership Awards
- **Web-based Information**
 - *Green Power Locator* (product listing)
 - *Guide to Purchasing Green Power*
 - *Communications Guide*



Green Power Community Sign

- Highlights Your Successful Campaign
 - Stickers with year will signify that Community meets guidelines
 - Signs expected to cost ~\$150.00
 - Designed for outdoor display
- Other Recognition
 - EPA regional press release
 - Fact sheet on leading Communities
 - Artwork for Community banner

Welcome to a
**Green Power
Community**

exceeding U.S. EPA
guidelines for buying
clean, renewable energy.



2005



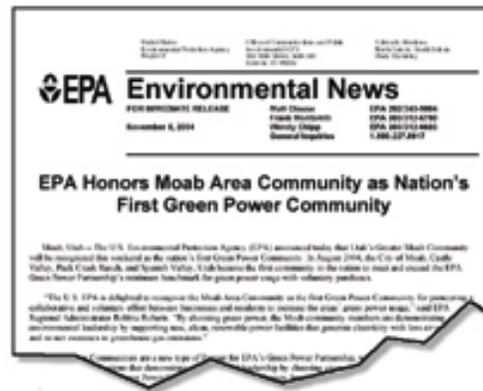
City of Moab, Utah

- Green power available: PacifiCorp's Blue Sky program
- City of Moab became a Partner in 2002
- Moab established Green Power Steering Committee
 - Purpose: push for more green power customers
 - Members: mayor, local business leaders
 - Support from: Utah Clean Energy (NGO) and PacifiCorp
- Collaborative effort built momentum
 - Moab Community exceeded several participation rate challenges set for them by PacifiCorp
 - Utah Clean Energy met with opinion leaders and canvassed
 - Approached EPA when looking for a higher target/bigger goal



City of Moab, Utah

- 1st Green Power Community in the nation in 2004
 - Voluntary purchases of green power is more than 4% of Community's electricity use
- Campaign results
 - Exceeded 2% benchmark – working towards 5% goal
 - EPA spoke at Moab Folk Festival in November 2004
 - Three network TV stations in Salt Lake City covered on evening news



Steps for Community Partners

1. Community's local government joins Partnership
2. Local government gauges interest among stakeholders in becoming an EPA Green Power Community Partner
3. Local government finds a home for campaign within city council, citizens' group, utility or marketers, NGOs, etc.
4. Campaign works to establish a green power goal
5. Mayor signs EPA Partnership Agreement, possibly with city council resolution
6. City designs and implements a campaign to increase the use of green power among residents and businesses
7. Determine schedule and activities in consultation with campaign
8. Capture the benefits



Contact Information

- Questions?

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